

CLAIMS:

1. An article which may be selectively secured to a mounting substrate comprising:

a first substrate having a writeable surface on one side thereof and a
5 mounting surface on a second opposite side thereof; and

a securing mechanism including a pressure threshold adhesive mechanism
including a pressure sensitive adhesive exposed on the second side of
the first substrate,

wherein in the absence of a threshold level of pressure applied to the
10 securing mechanism, the pressure sensitive adhesive is spaced from
the mounting substrate, and

wherein the article is deformable such that a threshold level of pressure
applied to the securing mechanism brings the pressure sensitive
adhesive into article-securing engagement with the mounting
15 substrate.

2. The article of claim 1 wherein the securing mechanism comprises:

the first substrate having an aperture defined therein; and

a second substrate having a first adhesive face and a second pressure face,
20 the first adhesive face being adhered to the writeable surface of the
first substrate and extending across the aperture,

wherein the second substrate is deformable such that a threshold level of
pressure applied to the pressure face thereof brings the adhesive into
contact with the mounting surface.

3. The article of claim 2 wherein the aperture is open along one edge of the first
substrate.

4. The article of claim 2 wherein the second pressure face of the second substrate bears
30 indicia.

5. The article of claim 1 wherein upon removal of the article from the mounting

substrate, the securing mechanism substantially returns to its original undeformed shape.

6. The article of claim 1 wherein the first substrate is selected from a group consisting of paper, card stock, cardboard, plastic film, and combinations thereof.

7. An index card assembly comprising:

a paper layer having a writeable front side and an opposite back side, the paper layer having an upper edge with a portion of the paper layer being removed to define a paperless zone which includes a gap across the upper edge; and

a cover layer having an outer face and an inner face, the cover layer having pressure sensitive adhesive disposed on its inner face, with the cover layer adhered thereby to the front side of the paper layer to cover the paperless zone in an alignment where a top edge of the cover layer extends across the gap of the paperless zone and the adhesive on the inner face of the cover layer is exposed across the paperless zone on the back side of the paper layer.

8. The index card assembly of claim 7 wherein the paper layer has a thickness and the cover layer is sufficiently flexible to bow across the thickness and the paperless zone to place at least a portion of the adhesive exposed thereon into adhering contact with a surface in abutting engagement with the back side of the paper layer.

9. The index card assembly of claim 7 wherein the outer face of the cover layer is a writeable surface.

10. The index card assembly of claim 7 wherein the outer face of the cover layer bears indicia.

11. The index card assembly of claim 10 wherein the indicia includes color.

12. The index card assembly of claim 7 wherein the adhesive is a repositionable

pressure sensitive adhesive.

13. The index card assembly of claim 7 wherein the paper layer has a thickness sufficient to space the adhesive exposed on the cover layer from a surface in abutting engagement with the back side of the paper layer, in the absence of a pressure applied to the outer face of the cover layer urging it toward the surface.

14. The index card assembly of claim 13 wherein a plurality of said index card assemblies aligned in a stacked orientation fail to adhere together, absent the application of pressure to the outer faces of their respective cover layers.

15. The index card assembly of claim 7 wherein the gap is centered across the upper edge of the paper layer.

16. The index card assembly of claim 7 wherein the paperless zone has curved edges.

17. The index card assembly of claim 7 wherein the paperless zone is V-shaped.

18. The index card assembly of claim 7 wherein the upper edge of the paper layer and the top edge of the cover layer are co-linear.

19. The index card assembly of claim 7 wherein the paper layer has a plurality of paperless zones with exposed adhesive thereon.

20. The index card assembly of claim 7 wherein the back side of the paper layer is writeable, and further comprising:

the paper layer has a lower edge with a portion of the paper layer being removed to define a second paperless zone which includes a gap across the lower edge; and

a second cover layer having an outer face and an inner face, the second cover layer having pressure sensitive adhesive disposed on its inner face,

with the cover layer adhered thereby to the back side of the paper layer to cover the second paperless zone in an alignment where a bottom edge of the second cover layer extends across the gap of the second paperless zone and the adhesive on the inner face of the second cover layer is exposed across the second paperless zone on the front side of the paper layer.

21. The article of claim 1 wherein the securing mechanism comprises:
a first generally linear raised element on the second side on the first substrate; and
a second generally linear raised element on the second side of the first substrate, the second raised element aligned generally parallel to and spaced from the first raised element,
wherein at least a portion of the pressure sensitive adhesive exposed on the second side of the first substrate is between the first and second raised elements and has a height lower than the first and second raised elements.

22. The article of claim 21 wherein each of the raised elements may be selected from the group consisting of a continuous strip, a discontinuous strip, a bead, a plurality of beads, a rib of the first substrate, a plurality of ribs of the first substrate, a plurality of peaks of the first substrate, and combinations thereof.

23. The article of claim 1 wherein the first substrate has an upper edge, and wherein the securing mechanism comprises:

a spacer layer of material extending from the upper edge of the first substrate toward the pressure sensitive adhesive exposed on the second side of the first substrate, the spacer layer having a shape relative to the adhesive and having a height greater than a height of the adhesive, said shape and height of the spacer layer being sufficient to space the adhesive from the mounting substrate in the absence of the application of the threshold level of pressure.

24. The article of claim 23 wherein the shape of the spacer layer comprises an edge adjacent the adhesive having one or more arcs thereon.

5 25. The article of claim 1 wherein the first substrate has an upper edge, and wherein the securing mechanism comprises:

a score line on the first substrate which is spaced from and parallel to the upper edge of the first substrate; and

10 a cut formed through the first substrate, the cut extending from a first end on the score line toward the upper edge to a first turn, extending from the first turn along and spaced from the upper edge to a second turn, and then extending from the second turn away from the upper edge to a second end of the cut on the score line.

15 26. The article of claim 25 wherein the cut has a portion thereof which extends parallel to the upper edge of the first substrate.

27. The article of claim 25 wherein a spacing portion of the first substrate is defined by the upper edge thereof, the score line, and the cut.

20 28. The article of claim 27 wherein the securing mechanism further comprises: the adhesive being disposed on the second side of the first substrate above the score line; and

25 the spacing portion of the first substrate being folded over so that the adhesive thereon is bonded to the second side of the first substrate, thereby defining an upper non-folded tab portion of the first substrate bearing adhesive, and thereby forming a raised layer on the second side of the first substrate which has a thickness sufficient to space the adhesive on the tab portion from the mounting substrate in the
30 absence of the threshold level of pressure.

29. The article of claim 27 wherein the securing mechanism further comprises:

the adhesive being disposed on the second side of the first substrate below the score line; and

the spacing portion of the first substrate being folded over so that at least a section thereon is bonded to the second side of the first substrate by the adhesive, with the folded over spacing portion forming a raised layer, relative to adhesive exposed adjacent thereto, which has a thickness sufficient to space the adhesive exposed from the mounting substrate in the absence of the threshold level of pressure.

10 30. The article of claim 1 wherein the securing mechanism comprises:
a raised element on the second side of the first substrate, the raised element having a height greater than a height of the adhesive.

31. The article of claim 30 wherein the raised element comprises a layer of
15 masking material applied over portions of the adhesive.

32. The article of claim 1 wherein the securing mechanism comprises:
a recess formed on the second side of the first substrate, the first side of the first substrate having no surface discontinuities relative to the recess,
20 and the adhesive on the second side of the first substrate is disposed only within the recess, the recess having a depth, relative to an unrecessed portion of the second side of the first substrate, which is sufficient to space the adhesive from the mounting substrate in the absence of the application of the threshold level of pressure.

25 33. The article of claim 33 wherein the first substrate has an upper edge, and wherein the recess has an upper border which extends along and is spaced from the upper edge of the first substrate.

30 34. The article of claim 34 wherein the first substrate has first and second side edges, and wherein the recess extends across the first substrate from first side edge to the second side edge thereof.

35. The article of claim 1 wherein the exposed pressure sensitive adhesive has an edge on the second side of first substrate, and wherein the securing mechanism comprises:

a spacer layer of material on the second side of the first substrate adjacent the edge of the exposed pressure sensitive adhesive, the spacer layer having having a shape relative to the adhesive and having a height greater than a height of the adhesive, said shape and height of the spacer layer being sufficient to space the adhesive from the mounting substrate in the absence of the application of the threshold level of pressure.

36. An adhesive mountable article comprising:

a substrate having a writeable surface on a first side thereof and a mounting surface on a second opposite side thereof;

a pressure sensitive adhesive zone disposed on the second side of the substrate, the pressure sensitive adhesive zone having a first height;

a first generally linear raised element on the second side of the substrate, the first raised element adjacent to and defining a first border for the pressure sensitive adhesive zone; and

a second generally linear raised element on the second side of the substrate, the second raised element aligned generally parallel to and spaced from the first raised element, and the second raised element adjacent to and defining a second border for the pressure sensitive adhesive zone, wherein the pressure sensitive adhesive extends between the first and second raised elements, and wherein the first and second raised elements have heights greater than the first height of the pressure sensitive adhesive zone.

37. The article of claim 36 wherein the pressure sensitive adhesive zone is disposed on a first section of the substrate, and wherein the first section of the substrate is deformable such that a threshold level of pressure applied to the first side of the substrate

brings the pressure sensitive adhesive zone into article-securing engagement with a mounting substrate.

38. The article of claim 37 wherein, upon removal of the article from the
5 mounting substrate, the first section of the substrate substantially returns to its original undeformed shape.

39. The article of claim 36 wherein the substrate is selected from a group consisting of paper, card stock, cardboard, plastic film, and combinations thereof.

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40. The article of claim 36 wherein the heights of the first and second raised elements are sufficient to space the pressure sensitive adhesive zone from a surface in abutting engagement with the second side of the substrate, in the absence of a pressure applied to the first side of the substrate opposite the pressure sensitive adhesive zone
15 urging it toward the surface.

41. The article of claim 36 wherein each of the raised elements may be selected from a group consisting of a continuous strip, a discontinuous strip, a bead, a plurality of beads, a rib of the substrate, a plurality of ribs of the substrate, a plurality of peaks of the
20 substrate, and combinations thereof.